Amendments to the Claims:

1. (currently amended): A method comprising:

transmarking a media signal by acts of:

detecting a first digital watermark in the media signal, the media signal being embedded with the first digital watermark using a first digital watermark embedding method;

embedding detected message information from the first digital watermark into a second digital watermark in the media signal before the media signal undergoes a transformation process such that the second digital watermark is adapted to survive the transformation process.

2. (original): The method of claim 1 wherein the second digital watermark is increased in amplitude relative to the first digital watermark to survive the transformation process.

3. (original): The method of claim 1 wherein the second digital watermark is embedded using a different steganographic embedding method than the first digital watermark embedding method.

4. (original): The method of claim 1 wherein the first digital watermark is at least partially removed before embedding the second digital watermark.

5. (currently amended): The method of claim 1 wherein the message information includes message symbols and further including:

decoding the message symbols from the first watermark; and

re-embedding the decoded message symbols from the first watermark into the second watermark.

6. (original): The method of claim 5 wherein the message symbols include an index to a database entry that stores information about the media signal.

7. (original): The method of claim 5 wherein the message symbols include a content identifier.

8. (original): The method of claim 1 wherein the second digital watermark is embedded using a robustness parameter that is used to control embedding so that the second digital watermark is adapted to survive the transformation process; and the robustness parameter is specified by a rendering, editing or transmission process that is going to process the media signal after the second digital watermark is embedded in the media signal such that the second digital watermark is adapted to robustness constraints of the rendering, editing or transmission process.

9. (original): The method of claim 8 wherein the robustness parameter specifies watermark signal strength, redundancy, or frequency domain locations of the second digital watermark so that the second digital watermark is more likely to survive the transformation process than the first digital watermark.

10. (original): The method of claim 1 wherein the second digital watermark is embedded using a perceptual quality parameter that is used to control embedding so that the second digital watermark has a perceptual quality adapted for the transformation process; and wherein the perceptual quality parameter is specified by a rendering, editing or transmission process that is going to process the media signal after the second digital watermark is embedded in the media signal such that the second digital watermark is adapted to perceptual quality constraints of the rendering, editing or transmission process.

11. (original): The method of claim 1 wherein the second digital watermark is embedded using a feedback process that repeatedly embeds at least portions of the second digital watermark and selectively adjusts the strength of the second digital watermark in portions of the media signal according to degradation of the watermark measured after applying a degradation process to the watermarked signal or according to perceptual quality measurements.

12. (original): A computer readable medium on which is stored software for performing the method of claim 1.

13. (currently amended): A method of transmarking a media signal previously embedded with a first digital watermark using a first digital watermark embedding method, comprising:

    detecting the first digital watermark in the media signal;

    converting the media signal to a different format;

    embedding detected message information from the first digital watermark into a second digital watermark in the converted media signal such that the second digital watermark is adapted to robustness or perceptibility parameters associated with the new format.

14. (original): The method of claim 13 wherein the new format is a compressed format of the media signal.

15. (original): The method of claim 13 wherein the second digital watermark is encoded with greater signal strength than the first digital watermark to survive transformation of the media signal in the new format.

16. (previously presented): The method of claim 13 wherein the second digital watermark is encoded with lesser signal strength than the first digital watermark so as to be less perceptible in the new format of the media signal.

17. (original): The method of claim 13 wherein at least a portion of the first digital watermark is removed before converting the media signal to the different format.

18. (previously presented): A computer readable medium comprising software for performing the method of claim 13 stored thereon.

19. (currently amended): A transmarker for transmarking a media signal previously embedded with a first digital watermark using a first digital watermark embedding method, comprising:

means for detecting the first digital watermark in the media signal;

means for embedding detected message information from the first digital watermark into a second digital watermark in the media signal before the media signal undergoes a transformation process such that the second digital watermark is adapted to survive the transformation process.

20. (currently amended): A transmarker for transmarking a media signal previously embedded with a first digital watermark using a first digital watermark embedding method, comprising:

means for detecting the first digital watermark in the media signal;

means for converting the media signal to a different format;

means for embedding detected message information from the first digital watermark into a second digital watermark in the converted media signal such that the second digital watermark is adapted to robustness or perceptibility parameters associated with the new format.